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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL
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FORM 19b-4(e)

Information Required of a Self-Regulatory Organization Listing and Trading a New
Derivative Securities Product Pursuant to Rule 19b-4(e) Under the Securities Exchange Act of 1934
SEC

READ ALL INSTRUCTIONS PRIOR TO COMPLETING FORM Mail Processing

Part I

Initial Listing Report

Section

APR 27 2016

1. Name of Self-Regulatory Organization Listing New Derivative Securities Product:

Chicago Stock Exchange, Inc.

Washington DC

2. Type of Issuer of New Derivative Securities Product (e.g., clearinghouse, broker-dealer, corporation, etc.):

Trust

3. Class of New Derivative Securities Product:

Ownership of the Trust

4. Name of Underlying Instrument:

Amplify Online Retail ETF

5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:

Narrow-Based

6. Ticker Symbol(s) of New Derivative Securities Product:

IBUY

7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:

Various

8. Settlement Methodology of New Derivative Securities Product:

See Prospectus

9. Position Limits of New Derivative Securities Product (if applicable)

See Prospectus



16000737

Part II

Execution

The undersigned represents that the governing body of the above-referenced Self-Regulatory Organization has duly approved, or has duly delegated its approval to the undersigned for, the listing and trading of the above-referenced new derivative securities product according to its relevant trading rules, procedures, surveillance programs and listing standards.

Name of Official Responsible for Form:

Michael J. Cardin

Title:

Director
Member Regulation Department

Telephone Number:

312-663-2204

Manual Signature of Official Responsible for Form:

Michael J. Cardin

Securities Exchange Act of 1934

Date: April 22, 2016

Section 19b-4(e)

Public Availability: APR 27 2016



CHICAGO
STOCK
EXCHANGE

SEC
Mail Processing
Section

APR 27 2016

Washington DC
412

April 22, 2016

By UPS

Ms. Gayle S. Jackson
Division of Trading and Markets
Securities and Exchange Commission
100 F Street NE – Stop 7010
Washington, DC 20549

Re: Form 19b-4(e) for exchange traded product

Dear Ms. Jackson:

Pursuant to Rule 19b-4(e) of the Securities Exchange Act of 1934, I enclose for filing an original and four copies of the Form 19b-4(e) relating to the following exchange traded product:

IBUY	Amplify Online Retail ETF
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If you have any questions about this filing, please contact the undersigned at (312) 663-2204 or Kevin Curtin at (312) 663-2252.

Sincerely,

Michael J. Cardin
Director
Member Regulation Department

Enclosures

Act	Securities Exchange Act of 1934
Section	19b-4
Rule	19b-4(e)
Public Availability:	APR 27 2016